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GOVERNMENT DOCUMENTS

CANADIAN WARPLANE HERITAGE

McMASTER

Small Business Advisory Unit

CANADIAN WARPLANE HERITAGE INC

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TABLE OF CONTENTS

Introduction..... 1

Research Objectives..... 1

Data Analysis..... 1

Estimation of Economic Impact..... 4

Conclusions..... 6

Appendices..... 7

INTRODUCTION

Mr. Phil Nelson, Curator and General Manager of the Canadian Warplane Heritage Inc., approached the Small Business Advisory Unit with the objective of determining the financial worth of the annual Hamilton Air Show to the Hamilton Wentworth region. This financial worth can be measured in terms of the increased revenues which flow into the Hamilton Wentworth area as a result of the influx of visitors from outside the area who attend the three-day Air Show.

RESEARCH OBJECTIVES

1. To analyse the 653 completed questionnaires and document the results in a comprehensive format;

2. To estimate the proportion of people attending the Air Show from outside the Hamilton Wentworth area;

3. To estimate the economic impact of these people on the region;

4. To estimate the number of people who enjoyed the 1982 Air Show;

5. To determine the public awareness of the Hamilton-Wentworth Heritage Village.

DATA ANALYSIS

The first section of the data analysis deals with the frequencies of the various responses to each question on the questionnaire. These results show the proportion of people exhibiting the characteristics of interest within each question. The second section outlines the results from cross-tabulations which show intersections (by cell) of two or more characteristics.

The actual computer printout of results can be found in Appendix II. Appendix 1 briefly outlines the coding breakdowns for each question in order to facilitate interpretation of the print-out.

Frequencies

Question 1: How did you hear about the Hamilton Air Show?

Frequency - a very large number, 38.7%, of the respondents became aware of the Air Show through word-of-mouth promotion. Radio and newspaper advertising were also important factors at 27.2% & 15.6% respectively. Another interesting characteristic is that 6.5% of current attendants claim that they came every year.

Question 2: Have you visited our museum before?

Frequency - A large number of respondents (56.2%) have visited the museum before, the remainder (43.8%) have not.

INTRODUCTION

Mr. Phil Nelson, Curator and General Manager of the Canadian Warplane Heritage Inc., approached the Small Business Advisory Unit with the objective of determining the financial worth of the annual Hamilton Air Show to the Hamilton-Wentworth region. This financial worth can be measured in terms of the increased revenues which flow into the Hamilton-Wentworth area as a result of the influx of visitors from outside the area who attend the three-day Air Show.

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Frequencies

Question 1: How did you hear about the Hamilton Air Show?

Frequency - a very large number, 35.7%, of the respondents became aware of the Air Show through word-of-mouth promotion. Radio and newspaper advertising were also important factors at 27.2% & 15.6% respectively. Another interesting characteristic is that 6.5% of current attendees claim that they came every year.

Question 2: Have you visited our museum before?

Frequency - A large number of respondents (56.2%) have visited the museum before, the remainder (43.8%) have not.

Question 3 - Where do you live?

Frequency 44.6% live in Hamilton-Wentworth
44.0% live within 50 miles
4.1% come from other parts of Ontario
6.0% come from the U.S. (within 300 miles)
1.5% come from other parts of Canada or U.S. or outside of North America

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Question 4 - Are you with a group, your family or attending alone?

Frequency -Most people who attended did so with some kind of group. only 14.9% of respondents came alone. The largest frequency of 25.6% was for families three to six members. Other important frequencies are:

19.6% for families of less than three members
17.8% for groups of three to six members and
17.2% for groups of less than three members.

Question 5 - How many days will you be attending the Air Show?

Frequency - The overwhelming majority (83.2% of people attended the Air Show for one day. 14.2% attended for 2 days and only 2.6% attended all three days.

Question 6 - Where are you staying?

Frequency - Most people (76.8%) selected the "Other" category. Since "Home" was not available for the selection, we assumed most people meant they stayed at home when they checked off "Other". This assumption was based on the fact that most people who attended the Show for one day and lived within fifty miles made the "Other" selection the most. Many also pencilled in the word "Home".

9.8% selected "Other" who stayed for two days and again since most of these people lived within fifty miles, we assumed again that most of the time they meant "Home".

Some people (9%) stayed with friends or relatives, 1.7% stayed in hotels, 1.7% stayed in motels and 1% camped.

Question 7 - Have you attended the Air Show in the past?

Frequency - A very large proportion of respondents (72.5%) said they had attended the Air Show in previous years. Only 27.5% of the people were attending for the first time.

Question 8 - Have you been to the Hamilton-Wentworth Heritage Village in Rockton?

Frequency - Most people (83.8%) have never visited the Heritage Village before. Only 16.2% have made a visit.

Comments: 60.9% of people had no comment, either favourable or unfavourable, 38.9% left their name and address to receive more information about the Air Show. Some people (1.2%) thought the Show was too expensive while 2.8% had generally favourable comments. A few people made specific comments which were not categorized in the program. These include:

- recommendation for bus service from downtown,
- line up planes on angle instead of wing-to-wing (for better photography),
- interest in seeing Snow Birds or Blue Angels,
- more food outlets,
- lack of advertising.

CROSS TABULATIONS

1. There is a statistically significant relationship between where one lives and where one stayed during the Air Show [Residence by Stay]. This is a reasonable result since 88.6% of people who attended the Air Show lived within 50 miles of Hamilton. These people do not make expenditures for accommodation but could be expected to make increased expenditures on restaurant or fast food meals, gasoline, camera film, souvenirs, etc.

2. The relationship between residence and prior visit(s) to the Air Show [Residence by Prior] is also significant. Again, this is a reasonable result since many people who attend the Show are from the immediate area and if they enjoy it one year they are more likely to drive the short distance to attend again.

3. As can also be expected, there is a significant relationship between residence and awareness of the Air Show [Residence by Awareness]. Since word-of-mouth, radio, and newspaper advertising are the most frequent methods of generating public awareness, it is expected their effect would be most noticeable in the immediate area, where the Air Show is well-known as an annual local event of some prominence.

4. A person's awareness of the Air Show is of course heightened by one's previous attendance. These two factors are significant [Awareness by Prior] and likely cause the high degree of word of mouth promotion.

5. One's residence does not significantly affect whether one has paid a visit to the aircraft museum [Museum by Residence] but this attendance is affected by whether one has attended previous Air Shows or not [Museum by Prior]. About 50% of the people who have attended the Air Show in previous years have also visited the museum.

6. With respect to attendance at the Hamilton-Wentworth Heritage Village, residence is a significant factor, as expected [Residence by Pionrvil]. There is also a significant relationship between attendance at both the Air Museum and the Heritage Village [Museum by Pionrvil]. Many people (43.9%) who had visited the air museum had never visited the Heritage Village. A similar number (40.1%) had never visited either attraction.

ESTIMATION OF ECONOMIC IMPACT

ASSUMPTIONS

1. The basic assumption of this study is that the survey data accurately reflect the characteristics of the overall group of people who attend the Air Show. The administration of the questionnaires must have been consistent, well spread out over the three days of the Air Show, and directed at a random group of people. Assuming that this is true the sample of size 653 is adequate to generalize sample results to the overall population.

2. Approximately 35,000 people attended the Air Show over a three-day period.

3. The average length of attendance is 1.3 days.

or:	.026 (3)	.078
+	.142 (2)	.284
+	.832 (1)	.832
		1.294 days

4. About 55.6% of people are from outside the region. Approximately 11.6% of these people who attend the Air Show come from outside a 50 mile radius of Hamilton. Many who live within driving distance appear to drive home in the evening.

5. There are 1.7% of the people who stay in hotels, 1.7% who stay in motels, and 1% who camp while here for the Air Show.

6. The following are the estimates of amount of money spent per day (provided by Ministry of Tourism).

	Days		
	1	2	3
Hotel (plus 1/2 for one additional person)	$80	$120	$160
Motel	50	90	130
Camping	40	60	90
Friends	50	80	120
Home* (per person)	10	20	30

* includes gas, transportation, and an estimated onemeal either to or from the attraction

CALCULATIONS

1. To determine how many different people attended the Air Show:

3 x (the proportion who stayed 3 days) Y

\+ 2 x (the proportion who stayed 2 days) Y

\+ 1 x (the proportion who stayed 1 day) Y

- where Y represents the number of different people.

$$\therefore \quad 3(.026)Y + 2(.142)Y + 1(.832)Y = 35{,}000$$
$$(.078Y + .284 + .832)Y = 35{,}000$$
$$Y = 29{,}313$$

2. To determine the proportion of those people who came from outside the Hamilton-Wentworth region:

29,313 x .556 = 16,298

3. To determine the number of people who stay in hotels, motels, or with friends, or who camp:

Hotel - 29,313 x .017 = 498.321 people

Motel - 29,313 x .017 = 498.321 people

Camping - 29,313 x .010 = 293.130 people

Friends - 29,313 x .09 = 2638.170 people

4. To determine the number of people who spend the night at home but who make a special trip(s) to attend the Show:

29,313 x .866 = 25385.058 people

5. To calculate average group size:

	.149 (1)	.149
+	.172 (1.5)	.258
	.178 (4.5)	.801
	.026 (8.5)	.221
	.011 (11)	.121
	.196 (2)	.392
	.256 (4.5)	1.152
	.080 (8.5)	.68
	.050 (11)	.55
		4.324

Relative Frequency (Group Size)

6. To calculate the economic impact:

Number of people per room or campsite x dollar amount = total

Hotel	498.321 ÷ 2 (avg # per room)	x 1.294 days	x $120		= $38689.565
Motel	498.321 ÷ 2	x 1.294	x 75		= 24,181.027
Camp	293.130 ÷ 2	x 1.294	x 60		= 11,379.307
Friends	2638.170 ÷ 2	x 1.294	x 75		= 130,200.820
Home	25385.058	x 1.294	x 10		= 328,482.650
					$532,933.370

CONCLUSIONS

Over half a million dollars($532,933) is brought into the local area over the three day period of the Hamilton Air Show. This amount is the direct benefit to local area businesses as a result of the influx of people. This does not include the amount people spend while on the Air Show grounds or the amount the Air Show organizers spend on accommodation, meals, and transportation for the hundreds of people attending the Show as participants.

NOTE: In addition to the foregoing, it is estimated that approximately two hundred thousand dollars is spent on such things as accommodation, meals and transportation for performers and participants, aircraft fuel and oil, items purchased by spectators on the airshow grounds, purchase of supplies for the Airshow, rental of such items as tents, tables and chairs, and employment of cleanup crews and security staff, etc.

The total income to the Hamilton area therefore would be approximately seven hundred thousand dollars. ($700,000.00)

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